

Amendments to the Claims:

Please replace all prior versions, and listings, of claims in the application with the following listing of claims:

1. (previously presented) A bungee cord hook comprising:
a base portion having a top and a bottom, wherein said top has a first end and a second end; and
a hook portion, having a first portion extending in a direction outward from said first end and a second portion curving away from said first end and said second end.
2. (previously presented) The bungee cord hook of claim 1, wherein said hook portion includes a flared base portion, wherein said flared base portion strengthens a connection between said hook portion and said base portion.
3. (previously presented) The bungee cord hook of claim 1, wherein said hook portion includes an angled back side portion angled back toward the base portion of the bungee cord hook to provide greater clearance for securing said hook portion to an object.
4. (original) The bungee cord hook of claim 1, wherein said base portion and said hook portion are comprised of overmolded plastic.
5. (original) The bungee cord hook of claim 1, further comprising an indicator plate located on said base portion.
6. (original) The bungee cord hook of claim 5, wherein said indicator plate is recessed within said base portion.
7. (original) The bungee cord hook of claim 5, wherein said indicator plate is covered by a clear protective window.

8. (original) The bungee cord hook of claim 1 further comprising a protective bumper.
9. (original) The bungee cord hook of claim 8, wherein said protective bumper is located along a circumferential surface of said base portion.
10. (currently amended) The bungee cord hook of claim [[9]] 1, wherein said base portion further comprises an angled surface between said first end and said second end ~~protective bumper aligns with said hook portion.~~
11. (currently amended) The bungee cord hook of claim [[8]] 1, wherein said base portion further comprises an aperture having a central axis, wherein said first portion of said hook portion extends parallel to said central axis of said aperture ~~protective bumper includes a set of grooves.~~
12. (previously presented) A bungee cord comprising:
 - (a) a stretchable cord; and
 - (b) a bungee cord hook secured to either end of said stretchable cord, wherein each of said bungee cord hooks comprise:
 - (i) a base portion having a top and a bottom, wherein said top has a first end and a second end; and
 - (ii) a hook portion, having a first portion extending in a direction outward from said first end and a second portion curving away from said first end and said second end.
13. (previously presented) The bungee cord of claim 12, wherein said hook portion includes a flared base portion, wherein said flared base portion strengthens a connection between said hook portion and said base portion.
14. (previously presented) The bungee cord hook of claim 12, wherein said hook portion includes an angled back side portion angled back toward the base portion of the bungee cord hook to provide greater clearance for securing said hook portion to an object.

15. (original) The bungee cord of claim 12, wherein said base portion and said hook portion are comprised of overmolded plastic.
16. (original) The bungee cord of claim 12, further comprising an indicator plate located on said base portion.
17. (original) The bungee cord of claim 16, wherein said indicator plate is recessed within said base portion.
18. (original) The bungee cord of claim 16, wherein said indicator plate is covered by a clear protective window.
19. (original) The bungee cord of claim 12 further comprising a protective bumper located along a circumferential surface of said base portion.
20. (currently amended) The bungee cord of claim [[19]] 12, wherein said base portion further comprises an aperture having a central axis, wherein said first portion of said hook portion extends parallel to said central axis of said aperture ~~protective bumper aligns with said hook portion.~~
21. (currently amended) The bungee cord of claim [[19]] 12, wherein said top of said base portion further comprises an angled surface between said first end and said second end ~~protective bumper includes a set of grooves.~~
22. (currently amended) A bungee cord hook comprising:
 - (a) an elongated base portion having a top, a bottom, and a circumferential surface, and an aperture having a central axis, wherein said top has a first end and a second end; and
 - (b) a hook portion having a first portion extending outward from said first end of said base portion and parallel to said central axis of said aperture and a second portion curving away from said first end and said second end; ~~and~~
 - (c) ~~an indicator plate located on said circumferential surface of said base portion.~~

23. (currently amended) The bungee cord hook of claim 22 wherein said top has an angled surface between said first end and said second end ~~said indicator plate acts as an indication of a length of said bungee cord.~~

24. (currently amended) The bungee cord comprising:

(a) a stretchable cord; and
(b) a bungee cord hook secured to either end of said stretchable cord, wherein each of said bungee cord hooks comprise:

(i) an elongated base portion having a top, a bottom, and a circumferential surface, and an aperture having a central axis, wherein said top has a first end and a second end; and

(ii) a hook portion having a first portion extending outward and away from said first end of said base portion and parallel to said central axis of said aperture and a second portion curving away from said first end and said second end; and

(iii) ~~an indicator plate located on said circumferential surface of said base portion.~~

25. (currently amended) The bungee cord of claim 24 wherein said top has an angled surface between said first end and said second end ~~indicator plate acts as an indication of a length of said bungee cord.~~

26. (currently amended) A bungee cord, comprising:

(a) a stretchable cord;
(b) a first bungee cord hook secured to an end of said stretchable cord, wherein said first bungee cord hook comprises:

(i) an elongated base portion having a top, and a bottom, and an aperture having a central axis, wherein said top has a first end and a second end; and

(ii) a hook portion, having a first portion extending in a direction outward from said first end and parallel to said central axis of said aperture and a second portion curving away from said first end and said second end; and

(c) a first indicator plate located on said first bungee cord hook, wherein said first indicator plate acts as an indication of said bungee cord length.

27. (previously presented) The bungee cord of claim 26 wherein a second bungee cord hook is secured to an opposite end of said stretchable cord, wherein a second indicator plate acting as an indication of said bungee cord length is located on said second bungee cord hook.

28. (previously presented) The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are located on said base portion of the corresponding bungee cord hook.

29. (cancelled)

30. (previously presented) The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are recessed within said base portion of the corresponding bungee cord hook.

31. (previously presented) The bungee cord in claim 27, wherein said first indicator plate and said second indicator plate are covered by a clear protective window.

32. (new) The bungee cord in claim 26, wherein said top has an angled surface between said first end and said second end.